

LinkedIn 101:

Connecting with others, researching companies, and looking for work



Brian Hsi

CTTAB Board Member

Get Online Week 2011

Use HTTPS whenever you can to log into LinkedIn




← → ↻ <https://www.linkedin.com>

LinkedIn®

[Home](#) [What is LinkedIn?](#) [Join Today](#)

Email: Password: [Sign In](#)

Over 120 million professionals use LinkedIn to exchange information, ideas and opportunities

-  Stay informed about your contacts and industry
-  Find the people & knowledge you need to achieve your goals
-  Control your professional identity online

Join LinkedIn Today

First Name:

Last Name:

Email:

Password:
6 or more characters

[Join Now](#) *

Already on LinkedIn? [Sign in.](#)

Search for someone by name: First Name Last Name

LinkedIn is primarily a way for you to connect with your colleagues, research companies, and look for work. There are free and paid* options available

Note When first signing up for LinkedIn, you will be prompted to choose a free or paid account (see appendix)

[Small Biz Nation - A growing resource for small businesses interested in maximizing their success.](#)



Share an update

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Share

LinkedIn Today: [See all Top Headlines for You](#)

WATCH: Social Good Summit 2011 [LIVE VIDEO]



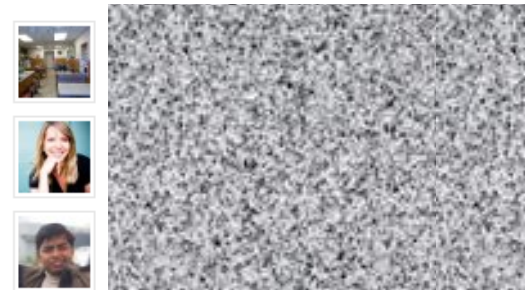
Social-media start-ups find it harder to stand out



Twitter Buys Julpan To Boost Content Discovery



People You May Know



[See more »](#)

LinkedIn Groups

Small Biz Nation

Where the vast LinkedIn community of small-business leaders can collaborate and share ideas while gaining valuable insight.

[All Updates](#) • [Coworkers](#) • [Shares](#) • [More ▾](#)

[Search Updates](#)

Similar to other online social networks, LinkedIn provides content tailored to you. The more information you share with LinkedIn, the more precise the topics are for you

CONNECTING WITH OTHERS

[Online Degree Fast - Earn A Degree In As Fast As 18-24 months! AA, AS, BA, BS, Masters & More.](#)

Welcome, Shi! See who you already know on LinkedIn.

Searching your email contacts is the easiest way to find people you already know on LinkedIn.

Your email:

Continue

We will not store your password or email anyone without your permission.

Do you use Outlook, Apple Mail or another email application? [Import your desktop email contacts.](#)



Share an update

Attach a link



Share

EACH PRODUCT

ONLY \$2



Replay

250 Premium Business Cards

Vistaprint

Order Now

Groups You May Like



Global Orphanage Network

Join - Nonprofit Group

One of the ways that LinkedIn offers you tailored content is by knowing who you are connected to. LinkedIn offers to look for people tied to your email address to find possible connections

Allow Access - Google Chrome

Microsoft Corporation [US] https://consent.live.com/pp1100/Delegation.aspx?ps=Contacts.View&ru=https%3A%2F%2Fwww.linkedin.com%2Fgenie%2Fhandle%3F_e

Windows Live™ Hotmail (420) Messenger Office Photos | MSN

Allow access to www.linkedin.com
Select the information you want to share with www.linkedin.com. Please review the [www.linkedin.com privacy policy](#).

Warning: If you choose to share your information, www.linkedin.com will have access to it even when you are not signed in with your Windows Live ID. In order to access your data, a unique ID that has been assigned to you will be shared with www.linkedin.com and any other services to whom you grant permissions. [Help](#)

Windows Live Contacts
Windows Live Contacts can be shared with friends and family.

☒ View Duration: 1 year

Allow others to read my Windows Live Contacts, but not update it.

[View the information you're currently sharing](#)

[Allow access](#) [Deny access](#) [Cancel and go to Live.com](#)

Ottawa University
Share for a Life of Significance™
Human Services
Degrees with lasting impact...
[LEARN MORE](#)

You May Like

- [Social System Design Network](#)
- [Join Professional Group](#)

Feedback | See more »









In order for LinkedIn to check your email contacts you need to allow them to do it

Mashable **UNITED NATIONS FOUNDATION** **108 »** **34 »** **30 »**

We found 21 people you know on LinkedIn. Select the people you'd like to connect to.

☒ Select All

21 Selected

- | | |
|---|--|
| <input checked="" type="checkbox"/>  Becky Bruce | <input checked="" type="checkbox"/>  claudiu tiulea |
| <input checked="" type="checkbox"/>  david graves | <input checked="" type="checkbox"/>  kathy weiner |
| <input checked="" type="checkbox"/>  Nancy Han | <input checked="" type="checkbox"/>  Karin Wilber |
| <input checked="" type="checkbox"/>  Stephen Buchanan | <input checked="" type="checkbox"/>  Viviane Nicolai |

You will then be presented with some contacts already on LinkedIn for you to add if you wish. Note, they must agree to have you add them for them to be a connection

The screenshot shows the LinkedIn 'Add Connections' page for a user named Brian Hsi. The page is divided into two main sections: 'See Who You Already Know on LinkedIn' and 'Enter Email Addresses'.

See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people you already know on LinkedIn.
[Learn More](#)

Your email:

[Continue](#)

We will not store your password or email anyone without your permission.

Do you use Outlook, Apple Mail or another email application?
[Import your desktop email contacts »](#)

Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

[Send Invitations](#)

The page also includes a sidebar with a profile picture and a 'LinkedIn Today' section. The footer contains links to the Help Center, About, Blog, Careers, Advertising, Recruiting Solutions, Tools, Mobile, Developers, Publishers, Language, and Upgrade Your Account. The copyright notice is LinkedIn Corporation © 2011.

You can also click on Add Connections to invite people you know, find classmates, or colleagues

COMPANY RESEARCH

Small Biz Nation - A growing resource for small businesses



Share an update

Attach a link

LinkedIn Today: See all Top Headlines for You

WATCH: Social Good Summit 2011 [LIVE VIDEO]



Social-media start-ups find it harder to stand out



Twitter Buys Julpan To Boost Content Discovery



Connections

- Benjamin Facer** · 2nd
Art Director, Graphic and Media Design,...
- John Milne, MD, MBA, FACEP** · 2nd
Vice President for Medical Affairs at Sw...

Companies

- Facebook**
Internet; 1001-5000 employees
- The North Face**
Apparel & Fashion; 201-500 employees
- FACE**
Information Technology and Services;...

Groups

- Facelinq**
1,188 members
- Facebook & Twitter For Business**
9,257 members

Skills

- Facebook**
- Facelets**

Researching companies is as easy as Search

Companies > Facebook

Overview Careers



Facebook gives people the power to share and makes the world more open and connected.

Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

Other ways to connect with us:
... more

Facebook has 102,206 followers

Follow Company

Share

How you're connected to Facebook

0 First degree connections

108 Second degree connections

3,596 Employees on LinkedIn



Check out insightful statistics about Facebook employees »

Your Network (108)

Employees (3,596)



Vice President, Partnerships & Platform Marketing

Dan Rose, San Francisco Bay Area

How are you connected? (1 shared connection)



Technical Sourcer/Recruiter




LET'S MEET THE CHALLENGE.

The company page will tell you about the business, how you are connected and what jobs may be open

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 5,708,900+ professionals — here's how your network breaks down:

1 	Your Connections Your trusted friends and colleagues	344
2 	Two degrees away Friends of friends; each connected to one of your connections	85,700+
3 	Three degrees away Reach these users through a friend and one of their friends	5,622,800+
Total users you can contact through an Introduction		5,708,900+

33,737 new people in your network since September 18

Connections refer to how closely you are tied to another person or company. Knowing how you are connected helps you get introduced to others

LOOKING FOR JOBS

[Zero in on \\$100k+ jobs with detailed salary information >>](#)

Search for Jobs

Job Title, Keywords, or Company Name

Search

Advanced

Employers: • [Post a Job](#) • [Manage Jobs](#)

LinkedIn Premium

Your dry cleaner misses you.

A Job Seeker Premium Account helps you land the best jobs on the web.

Get Hired Faster



Jobs you may be interested in *Beta*

[Email Alerts](#) | [See More »](#)



Product Manager

TalentWise - Bothell, WA



Senior Product Planner Job

Microsoft - Redmond, WA, US



LinkedIn lets you search for jobs by title, company, key words

Job Search

Keywords:

Job Title:

Company:

Location:
 ▼

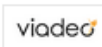
Country:
 ▼

Postal Code:
 [Lookup](#)

Within:
 ▼

Sort by: [Relevance](#) ▼

7,053 jobs [Save](#)



Jr API Product Manager

Viadeo - Région de la baie de San Francisco , États-Unis - Aug 30, 2011

e Commerce Manager

Asesor independiente - Houston y alrededores, Texas, Estados Unidos - Sep 19, 2011



Business Manager PLM/PDM (m/f) // USA

KARRIEREAGENTUR | Headhunter, Personalvermittlung, Personalberatung - Houston und Umgebung, Texas - Aug 24, 2011



Product Manager - Technical Product Manager - E-commerce

CyberCoders - Santa Monica ,CA - Sep 6, 2011
 ▶ 11 people in your network at CyberCoders

LinkedIn Premium

Get hired faster
 with a Job Seeker
 Premium Account.

- **NEW Zero in** on jobs with your desired salary with Salary Filters
- **Get noticed** with a Job Seeker Badge
- **Stand out** as a "Featured Applicant"
- **Directly contact** hiring managers with InMail

Searching will bring up a list of related positions that can then be refined by location, company, and more

Job Search

Keywords:

Job Title:

Company:

Location:
 ▼

Country:
 ▼

Postal Code:
 [Lookup](#)

Within:

Sort by: [Relevance](#) ▼

9 jobs [Save](#)



Cloud Product Marketing Manager-Contract

Tableau Software - Greater Seattle Area - Sep 2, 2011



IT Lab Manager

Tableau Software - Seattle, WA - Sep 2, 2011

► [2 connections](#) can refer you to the job poster



Program Manager

Tableau Software - Greater Seattle Area - Sep 14, 2011

► [1 connection](#) can refer you to the job poster



Senior Help Desk Manager

Tableau Software - Seattle, WA or Kirkland, WA - Aug 31, 2011

► [2 connections](#) can refer you to the job poster

LinkedIn Premium

Get hired faster
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- **NEW Zero in** on jobs with your desired salary with Salary Filters
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- **Stand out** as a "Featured Applicant"
- **Directly contact** hiring managers with InMail

A more refined list of results help you target particular positions. Knowing how you are connected to the person posting can give you insight into the role.

APPENDIX

Your Account is Set Up — Choose Your Plan Level

What Do You Want to Do? [What's this?](#)

Create a professional profile and build your network

Join industry or alumni groups

Search & apply for jobs

See who's viewed your LinkedIn Profile

View the professional profiles of over 120 million people

Send messages to people you aren't directly connected to

Premium search filters & automated search alerts

Save profiles into folders

Add notes & contact info to any profile

Reach out to over 120 million users

Premium



Choose Premium

Plans starting from
\$24.95

Basic (Free)



Limited

Limited

Choose Basic

Free

[Skip this step »](#)

Paid and Free options exist on LinkedIn. You can use LinkedIn for Free if you want